Curriculum Vitae

**Chelsea L. Ratcliff (Bush)**

chelsea.ratcliff@uga.edu | www.chelsearatcliff.com

**Research Interests**

Health, science, and risk communication; news coverage of biomedical research; ethical, legal, and social implications (ELSI) of health research; cancer, genomics, and precision medicine

**Education**

Ph.D. **University of Utah**, Salt Lake City, UT 2020

Department of Communication

Dissertation Title: *Communicating Scientific Uncertainty to the Public in the*

*Context of Genomics and Precision Medicine*

M.A. **University of Utah**, Salt Lake City, UT 2017

Department of Communication

B.A. **University of Utah**, Salt Lake City, UT 2006

Department of English

**Academic Positions**

2020 – present **University of Georgia**

Assistant Professor of Health Communication, Department of

Communication Studies

2015 – 2020 **University of Utah**

Graduate Research and Teaching Assistant

**Additional Training**

**Max Planck Institute for Human Development**  Summer 2019

Summer Institute on Bounded Rationality, Berlin, Germany

**National Cancer Institute** Summer 2017

Cancer Research Training Award (CRTA) summer fellow, Bethesda, MD

**Scholarships and Fellowships**

2019–2020 **Graduate Research Fellow,** TheGraduate School,University of Utah

2018–2019 **Mentored Graduate Research Fellow,** Utah Center of Excellence in ELSI

Research (UCEER), University of Utah

2015–2017 **Graduate Teaching Fellow,** Dept. of Communication, University of Utah

2004–2005 **Leadership Scholarship**, University of Utah (Full Tuition)

2002–2004 **Foundation Scholars Award**, Salt Lake Community College (Full Tuition)

**Other Honors and Awards**

2021 **Top Four Faculty Paper**, Association for Education in Journalism and Mass

Communication (AEJMC), Communicating Science, Health, Environment

& Risk (ComSHER) Division

2020 **Meritorious Abstract Award**, Society for Behavioral Medicine

2019 **Student Scholarship**, ICA Mass Communication Division ($500)

2018 **Graduate Research Award**, College of Humanities, Univ. of Utah ($1,000)

2018 **Top Four Paper & Top Student-Led Paper**, ICA Health Communication

2017 **Eason Award for Graduate Student Research**, AEJMC ($1,000)

2017 **Overall** **Top Paper Award**, D.C. Health Communication Conference

**Grant Activity**

*Funded*

2020 **Universityof Utah, Immunology, Inflammation,and Infectious Disease**

**Initiative**

Co-investigator, $24,900

Project title: *Evaluating public communication, perceptions, and*

*behaviors related to COVID-19: Improving health communication about*

*infectious diseases*

2019 **University of Utah Graduate Research Fellowship**

PI, $18,700

Project title: *Examining the impact of communicating scientific uncertainty*

*on public perceptions*

2018 **AEJMC Mass Communication & Society Division, Graduate Research**

**Award**

PI, $5,000

Project title: *Exploring lay credibility judgments of science news and*

*reports of uncertain science: A mixed-method study*

2018 **National Human Genome Research Institute, UCEER Internal Pilot**

**Grant**

PI, $4,000

Project title: *Public understanding of precision medicine: Impact of*

*communicating uncertainty on attitudes and willingness to participate*

2015 **Qualtrics Behavioral Research Grant**

Co-PI with Dr. Lisa Guntzviller, $2,450

Project title: *Panel study of parental advice about exercise in Hispanic*

*populations*

*Unfunded*

2020 **Facebook Research**

Co-investigator, $50,000

Project title: *Testing a Digital Literacy Intervention Designed to Counter Cheapfakes*

2019 **National Institutes of Health**, **NCI Predoctoral to Postdoctoral Fellow**

**Transition Award (F99/K00)**

PI, $409,463

Project title: *Examining how communication can support informed*

*decision-making in precision medicine and cancer genomics research*

**Peer-reviewed Publications**

Scherr, C. L., Lillie, H., **Ratcliff, C. L.**, Krakow, M., Liu, M., & Jensen, J. D. (in press). Are some narratives better than others? The impact of different narrative forms on adolescents’ intentions to text and drive. *Risk Analysis*.

**Ratcliff, C. L.** (2021). Communicating scientific uncertainty across the dissemination trajectory: A precision medicine case study. *Science Communication*. doi:10.1177/10755470211038335

**Ratcliff, C. L.**, Wong, B., Jensen, J. D., & Kaphingst, K. A. (2021). The impact of communicating uncertainty on public responses to precision medicine research. *Annals of Behavioral Medicine*. doi:10.1093/abm/kaab050

Chavez-Yenter, D., Zhao, J., **Ratcliff, C. L.**, Kehoe, K., Blumling, A., Peterson, E., Klein, W.M., Chou, W.S., Kaphingst, K.A. (2021). Theory utilization in current communication of cancer genetic testing research: Identified gaps and opportunities. *Social Science & Medicine*. doi:10.1016/j.socscimed.2021.114144

**Ratcliff, C. L.**, Krakow, M., Greenberg-Worisek, A. J., & Hesse, B. W. (2021). Digital health engagement in the U.S. population: Insights from the 2018 Health Information National Trends Survey. *American Journal of Public Health*. doi:10.2105/AJPH.2021.306282

**Ratcliff, C. L.** & Sun, Y. (2020). Overcoming resistance through narrative communication: Findings from a meta-analytic review. *Human Communication Research*. doi:10.1093/hcr/hqz017

Guntzviller, L. M., Williamson, L., & **Ratcliff, C.L.** (2020). Stress, social support, and mental health among young adult Hispanics. *Family and Community Health*. doi:10.1097/FCH.0000000000000224

**Ratcliff, C. L.** (2019). Characterizing reactance in communication research: A review of conceptual and operational approaches. *Communication Research*. doi:10.1177/0093650219872126

**Ratcliff, C. L.**, Jensen, J. D., Scherr, C. L., Krakow, M., & Crossley, K. (2019). Loss/gain framing, dose, and reactance: A message experiment. *Risk Analysis*. doi:10.1111/risa.13379

Guntzviller, L. M., **Ratcliff, C. L.**, & Pusateri, K. B. (2019) Expanding advice response theory by incorporating goal inference: College students’ perceptions of parental exercise advice. *Communication Theory*. doi:10.1093/ct/qtz021

Maggio, L. A., **Ratcliff, C. L.**, Krakow, M., Moorhead, L., Enkhbayar, A., & Alperin, J. P. (2019). Making headlines: An analysis of US government-funded cancer research mentioned in online media. *BMJ Open*. doi:10.1136/bmjopen-2018-025783

Guntzviller, L. M., Wang, N., Martinez Gonzalez, A., & **Ratcliff, C. L.** (2019). Situating advice response theory in a cultural and relational context: How Hispanic adults perceive exercise advice from parents. *Communication Research*. doi:10.1177/0093650219830269

Kaphingst, K. A., Peterson, E., Zhao, J., Gaysynsky, A., Elrick, A. H., Hong, S. J., Krakow, M., Pokharel, M., **Ratcliff, C. L.**, Klein, W. M., Khoury, M. J., & Chou, W. S., (2018). Cancer communication research in the era of genomics and precision medicine: A scoping review. *Genetics in Medicine*. doi:10.1038/s41436-018-0402-0

Krakow, M., **Ratcliff, C. L.**, Hesse, B. W., & Greenberg-Worisek, A. J. (2018). Assessing genetic literacy awareness and knowledge gaps in the U.S. Population: Results from the Health Information National Trends Survey. *Public Health Genomics*. doi:10.1159/000489117

Krakow, M., Yale, R. N., Jensen J. D., Carcioppolo, N., & **Ratcliff, C. L.** (2018). Comparing mediational pathways for narrative- and argument-based messages: Believability, counterarguing, and emotional reaction. *Human Communication Research*. doi:10.1093/hcr/hqy002

**Ratcliff, C. L.,** Kaphingst, K. A., & Jensen, J. D. (2018). When personal feels invasive: Foreseeing challenges in precision medicine communication. *Journal of Health Communication*. doi:10.1080/10810730.2017.1417514

Jensen, J. D., **Ratcliff, C. L.**, Yale, R. N., Krakow, M., Scherr, C. L., & Yeo, S. K. (2018). Persuasive impact of loss and gain frames on intentions to exercise: A test of six moderators. *Communication Monographs*. doi:10.1080/03637751.2017.1353699

Coe, K., Bruce, R. J., & **Ratcliff, C. L.** (2017). Presidential communication about marginalized groups: Applying a new analytic framework in the context of the LGBT community. *Journal of Communication*. doi:10.1111/jcom.12335

John, K. K., Jensen, J. D., King, A. J., **Ratcliff, C. L.**, & Grossman, D. (2017). Do pattern-focused visuals improve skin self-examination performance? Explicating the visual skill acquisition model. *Journal of Health Communication*. doi:10.1080/10810730.2017.1344750

Guntzviller, L. M., **Ratcliff, C. L.**, Dorsch, T. E., & Osai, K. V. (2017). How do emerging adults respond to exercise advice from parents? A test of advice response theory. *Journal of Social and Personal Relationships*. doi:10.1177/0265407516662920

Jensen, J. D., Martins, N., Weaver, J., & **Ratcliff, C. L.** (2016). Educational TV consumption and children’s interest in leisure reading and writing: A test of the validated curriculum hypothesis. *Journal of Broadcasting & Electronic Media*. doi:10.1080/08838151.2016.1164161

Jensen, J. D., **Ratcliff, C. L.**, Weaver, J., Krakow, M. M., Payton, W., & Loewen, S. (2015). Explicating perceived barriers to mammography for the USCREEN project: Concerns about breast implants, faith violations, and perceived recommendations. *Breast Cancer Research and Treatment*. doi:10.1007/s10549-015-3581-2

**Chapters and Conference Proceedings**

**Ratcliff, C. L.** (in press). Personalized medicine. In E. Ho, C. Bylund, and J. van Weert (Eds.), *International Encyclopedia of Health Communication*. West Sussex, UK: Wiley.

Bress, A., Albrechtsen, R., Baker, M., Contreras, J. L., Fica, Z., Gamblin, A., **Ratcliff, C. L.,** Rich, B., Szaniawski, M., Thorman, A., & Hilton Vansant-Webb, C. (2019). Frontiers in precision medicine IV: Artificial intelligence, assembling large cohorts, and the population data revolution. *University of Utah College of Law Research Paper*, 347.

**Ratcliff, C. L.**, Jensen, J. D., Christy, K., R., Crossley, K., & Krakow, M. (2018). News coverage of cancer research: Does disclosure of scientific uncertainty enhance credibility? In H. D. O’Hair (Ed.), *Risk and health communication in an evolving media environment* (pp. 156-175). New York, NY: Routledge.

**Conference Presentations (Podium)**

Lillie, H., Scherr, C. L., **Ratcliff, C. L.**, & Jensen, J. D. Expanding the theory of persuasive hope: Testing mechanisms, message forms, and racial differences. Paper presented at the 107th annual convention of the National Communication Association Conference in Seattle, WA.

**Ratcliff., C. L.** & Wicke, R. How lay audiences evaluate scientific uncertainty disclosure: The roles of source and preference for communication of uncertainty. Paper presented at the 104th annual conference of the Association for Education in Journalism and Mass Communication (virtual due to COVID-19).

\*Top Four Faculty Paper, ComSHER division\*

**Ratcliff, C. L.**, Jensen, J. D., King, A. J., Pokharel, M., Lillie, H., M., & Adams, D. R. (2021, May). Reactance to COVID-19 mask guidelines: An experiment comparing different textual and visual approaches. Paper presented at the 71st annual International Communication Association conference (virtual due to COVID-19).

**Ratcliff, C. L.**, Lillie, H., & Jensen, J. D. (2020, Nov.) How lay adults respond to uncertain genomic science in the news: A test of uncertainty management theory. Presented at the 106th annual National Communication Association conference (virtual due to COVID-19).

Lillie, H., **Ratcliff, C. L.**, Pokharel, M., & Jensen, J. D. (2020, Nov.) Fear, anger, and message processing: Testing the fear and replotting anger model (FRAM). Presented at the 106th annual National Communication Association conference (virtual due to COVID-19).

**Ratcliff, C. L.**, Wong, B., DeFriez, J., & Kaphingst, K. A. (2020, April). Impact of different types of uncertainty on public willingness to participate in precision medicine research. Accepted for presentation at the 41st Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine.  (Note: conference cancelled due to COVID-19 national emergency)

\*Meritorious Abstract Award\*

**Ratcliff, C. L.**, Jensen, J. D., Scherr, C. L., Krakow, M., & Crossley, K. (2019, Nov.). Message

framing, reactance, and dose: A message experiment. Presented at the 105th National Communication Association annual meeting, Baltimore, MD.

**Ratcliff, C. L.**, Krakow, M., Greenberg-Worisek, A. J., & Hesse, B. W. (2019, May). Digital health

engagement: Framework and baseline assessment of progress toward national goals. Presented at the International Communication Association Annual Meeting, Wash., DC.

**Ratcliff, C. L.** (2019, May). Characterizing ‘psychological reactance’: A review and call for greater

operational and conceptual congruity in communication research. (2019, May). Presented at the International Communication Association Annual Meeting, Wash., DC.

**Ratcliff, C. L.**, Krakow, M., Greenberg-Worisek, A. J., & Hesse, B. W. (2019, May). Digital patient

engagement in the precision medicine era: A framework and baseline assessment. Presented at the HINTS Data Users Conference, Bethesda, MD.

Lee, T., Pokharel, M., **Ratcliff, C.L.**, & Jensen, J.D. (2018, Nov.). Selective attention and policy communication: Using eye-tracking to examine visual attention to messages about obesity. Presented at the 104th National Communication Association annual meeting, SLC, UT.

Maggio, L. A., **Ratcliff, C. L.**, Krakow, M., Moorhead, L., Enkhbayar, A., & Alperin, J. P. (2018,

Sept.). Making headlines: An analysis of US government-funded cancer research mentioned in online media. Presented at the 5:AM Conference, London, UK.

**Ratcliff, C. L.**, & Sun, Y. (2018, May). How do narratives reduce resistance? Meta-analyzing potential moderators. Presented at the ICA Annual Meeting, Prague, Czech Republic.

\*Top Student-Led Paper and Top Four Paper, Health Communication division\*

Guntzviller, L. M., Williamson, L., & **Ratcliff, C. L.** (2017, Nov.). Stress, mental health, and social support among young adult Hispanics. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Guntzviller, L. M., Wang, N., Gonzalez Martinez, A., & **Ratcliff, C. L.** (2017, Nov.). Examining Hispanic adults’ response to parent advice on physical activity through advice response theory. Presented at 103rd National Communication Association annual meeting, Dallas, TX.

**Ratcliff, C.L.** (2017, Aug.). Do narratives attenuate message resistance? A meta-analysis. Paper

presented at the 100th annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

\*Top Student Paper and Eason Prize Winner, ComSHER division\*

Scherr, C.L., Jensen, J.D., Krakow, M., **Ratcliff, C.L.**, & Miao, L. (2017, May). Modeling psychological reactance using narratives from the AT&T “It Can Wait” campaign. Paper presented at the International Communication Association Annual Meeting, San Diego, CA.

Coe, K., Bruce, R. J., & **Ratcliff, C. L.** (2017, May). Presidential communication and the LGBT community: Toward an analytic framework. Paper presented at the International Communication Association Annual Meeting, San Diego, CA.

Jensen, J. D., Krakow, M., Christy, K., **Ratcliff, C. L.**, Pokharel, M., & Yale, R. N. (2017, May). Message impact theory: Testing a process-oriented framework for communication evaluation and research. Paper presented at the International Communication Association Annual Meeting, San Diego, CA.

**Ratcliff, C. L.**, Jensen, J. D., Scherr, C. L., Crossley, K., Christy, K., Krakow, M. (2017, April). Do gain-framed exercise messages elicit less psychological reactance? A test of the intertwined model. Paper presented at the 4th Biennial DC Health Communication Conference (DCHC), Fairfax, VA.

\*Overall Top Paper\*

**Ratcliff, C. L.**, Jensen, J. D., Christy, K., & Crossley, K. (2016, Nov.). News coverage of cancer research: Does disclosure of scientific uncertainty enhance credibility? Paper presented at the 102nd annual convention of the National Communication Association in Philadelphia, PA.

Guntzviller, L. M., Pusateri, K., & **Ratcliff, C. L.** (2016, Nov.). Influence goal inferences, message evaluations, and persuasive outcomes: Emerging adult responses to parental advice on exercise. Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

Jensen, J. D., **Ratcliff, C. L.**, Weaver, J., Krakow, M., Payton, W., & Loewen, S. (2015, Nov.). Explicating perceived barriers to mammography for the USCREEN project: Concerns about breast implants, faith violations, and perceived recommendations. Paper presented at the 101st annual convention of the National Communication Association in Las Vegas, NV.

**Conference Presentations (Poster)**

**Ratcliff, C. L.**, DeFriez, J., Wong, B., & Kaphingst, K. A. (2019, Oct.) Public understanding of precision medicine: A qualitative study of lay perceptions. Presented at the International Conference on Communication in Healthcare, San Diego, CA.

**Ratcliff, C. L.**, Zhao, J., Peterson, E. B., Chou, W-Y. S., & Kaphingst, K. A. (2018, June). Communicating with patients about gene-based cancer therapies: The state of the research. Presented at Huntsman Cancer Institute Trainee Research Symposium, Salt Lake City, Utah.

**Ratcliff, C. L.**, Zhao, J., Peterson, E. B., Chou, W-Y. S., & Kaphingst, K. A. (2018, April). Communicating with patients about gene-based cancer therapies: The state of the research. Presented at Kentucky Health Communication Conference, Lexington, Kentucky.

Jensen, J. D., **Ratcliff, C. L.**, Weaver, J., Krakow, M., Payton, W., & Loewen, S. (2015, April). Explicating Perceived Barriers to Mammography: Concerns about Breast Implants, Faith Violations, and Perceived Recommendations. Presented at the annual conference of the Utah Public Health Association, Layton, Utah.

Guntzviller, L. M., **Ratcliff, C. L.**, Dorsch, T., & Osai, K. (2015, May). Emerging adults’ response to

parental advice about physical activity, exercise, and sports. Presented at the 65th annual convention of the International Communication Association, San Juan, Puerto Rico.

**Teaching**

**University of Georgia**

COMM 8610: Health Communication (Spring 2022)

COMM 8700: Graduate Research Methods (Spring 2021, Fall 2021)

COMM 4350/6360: Science Communication (Fall 2020, Fall 2021)

COMM 3700: Empirical Research Methods in Communication (Fall 2020)

**University of Utah**

COMM 2580: Strategic Communication Theory and Practice (Summer 2019)

HEDU 5160: Health Communication (Spring 2016)

COMM 1610: Introduction to News Writing (Fall 2015, Spring 2016, Summer 2016, Fall 2016)

**Graduate Research Assistantships**

2018–2019 Mentored Research Assistant, Utah Center of Excellence in ELSI (Ethical,

Legal, & Social Implications) Research

2017–2019 Research Assistant for Dr. Kimberly Kaphingst, Huntsman Cancer Institute

2016–2017 Research Assistant for Dr. Jakob D. Jensen, Department of Communication,

University of Utah

**Certificates & Other Training**

2021–2023 **Fellow,** Grant Development Program, Owens Institute for Behavioral Research, University of Georgia

2018 **Certified Mentor**, Undergraduate Research Mentor Development Program,

Office of Undergraduate Research, University of Utah

**Media & Other Coverage**

Ma, J., & Kannampallil, T. (2021, Aug 3). Getting more precise in public messaging on scientific and data uncertainties for precision medicine research. *Annals of Behavioral Medicine*. <https://doi.org/10.1093/abm/kaab071>

Pitcan, M. (2018, Feb 14). “The Risks of Knowing Your Risk: When conveying genetic risk results, clinicians should consider the outliers.” *Data & Society Points*. Retrieved from <https://points.datasociety.net/the-risks-of-knowing-your-risk-46e913c811dc/>

Ferryman, K. & Pitcan, M. (2018, Feb 26) Fairness in Precision Medicine Report. *Data & Society*. Retrieved from <https://datasociety.net/research/fairness-precision-medicine/>

**Invited Talks & Guest Lectures**

2022 (planned) “Communicating uncertain science to the public in genomics and precision

medicine.” Guest lecture for University of Utah Department of Philosophy graduate seminar on genetic causation.

2021, September “Communicating uncertain science to the public in genomics and precision

medicine.” Guest lecture for University of Utah MDCRC 6150: Foundations

of Personalized Health Care.

2019, April “Impact of communicating uncertainty on public response to precision

medicine.” Lightning talk at NHGRI CEER Consortium Annual Meeting.

2018, February “Psychological reactance theory and advertising.” Guest lecture for

University of Utah COMM 5590: Integrated Marketing Communication.

**Professional & Volunteer Experience**

***Health Journalism***

2016–2017 **Freelance Contributor**, *Men’s Health* magazine and Fair Winds Press

2010–2013 **Freelance Health Columnist**, *U.S. News*

***Health Promotion & Education***

2014–2015 **Community Outreach & Advocacy Volunteer,** Planned Parenthood of Utah

***Marketing & Communications***

2009–2015 **Marketing and Communications Consultant**, Self-employed

2011–2012 **Integrated Marketing Communications Coordinator**, Bank of Utah

2007–2009 **Managing Editor**, Newsletters Ink

2007–2007 **Communications Editor**, American Academy of Professional Coders

2005–2005 **Editorial Intern**, Sunstone Magazine/Sunstone Education Foundation

***Writing/English Language Instruction***

2012–2013 **English as Second Language Instructor,** Salt Lake County Aging Services

2009–2010 **Volunteer Mentor**, Literacy Action Center

2007–2009 **Writing Coach & Outreach Volunteer**, SLC Community Writing Center

2006–2006 **ESL Test Evaluator**, California Testing Bureau/McGraw-Hill

**Service**

2021–2023 **Research pool director,** Department of Communication Studies, UGA

2021 **Ad hoc grant reviewer**, National Science Foundation

2021 **Conference** **reviewer**, AEJMC; International Communication Association

2019–2021 **Ad hoc journal reviewer,** *Human Communication Research*, *Communication Monographs*, *Journal of Applied Communication Research*, *Communication Methods & Measures, Journalism & Mass Communication Quarterly, Health Communication, Journal of Health Communication, Environmental Communication, Applied Psychology: Health & Wellbeing, Personalized Medicine, Communication Quarterly, Communication Studies, Judgment and Decision Making*

2018–2020 **Conference** **reviewer**, International Communication Association

2019 **Judge**, Undergraduate Research Poster Competition, University of Utah

2018–2019 **Graduate Student Advisory Council member**, University of Utah

2018 **Volunteer**, National Communication Association conference, SLC, Utah

2016–2019 **Recruitment**, assisting with faculty and graduate student recruitment efforts,

Communication Department, University of Utah

2014 **Volunteer**, National Communication Association conference in Chicago, IL

**Professional Memberships**

2019–2022 Society of Behavioral Medicine

2015–2022 International Communication Association

2014–2021 National Communication Association

2017–2021 Association for Education in Journalism and Mass Communication

2018–2019 Philosophy of Science Association

2013–2015 Utah Technology Council

2012–2014 Society for Consumer Psychology

**Graduate Student Training**

*Chair*

2021– Rebekah Wicke, Master’s student, University of Georgia

*Committee member*

2021– Allison Worsdale, PhD student, University of Georgia

2021– Rachel Bailey, PhD student, University of Georgia

2021– Lauren Cojulun, Master’s student, University of Georgia

2021– Hannah Smith, Master’s student, University of Georgia

2021– Moonsun Jeon, Master’s student, University of Georgia

2020– Xiaodi Zhou, Master’s student, University of Georgia